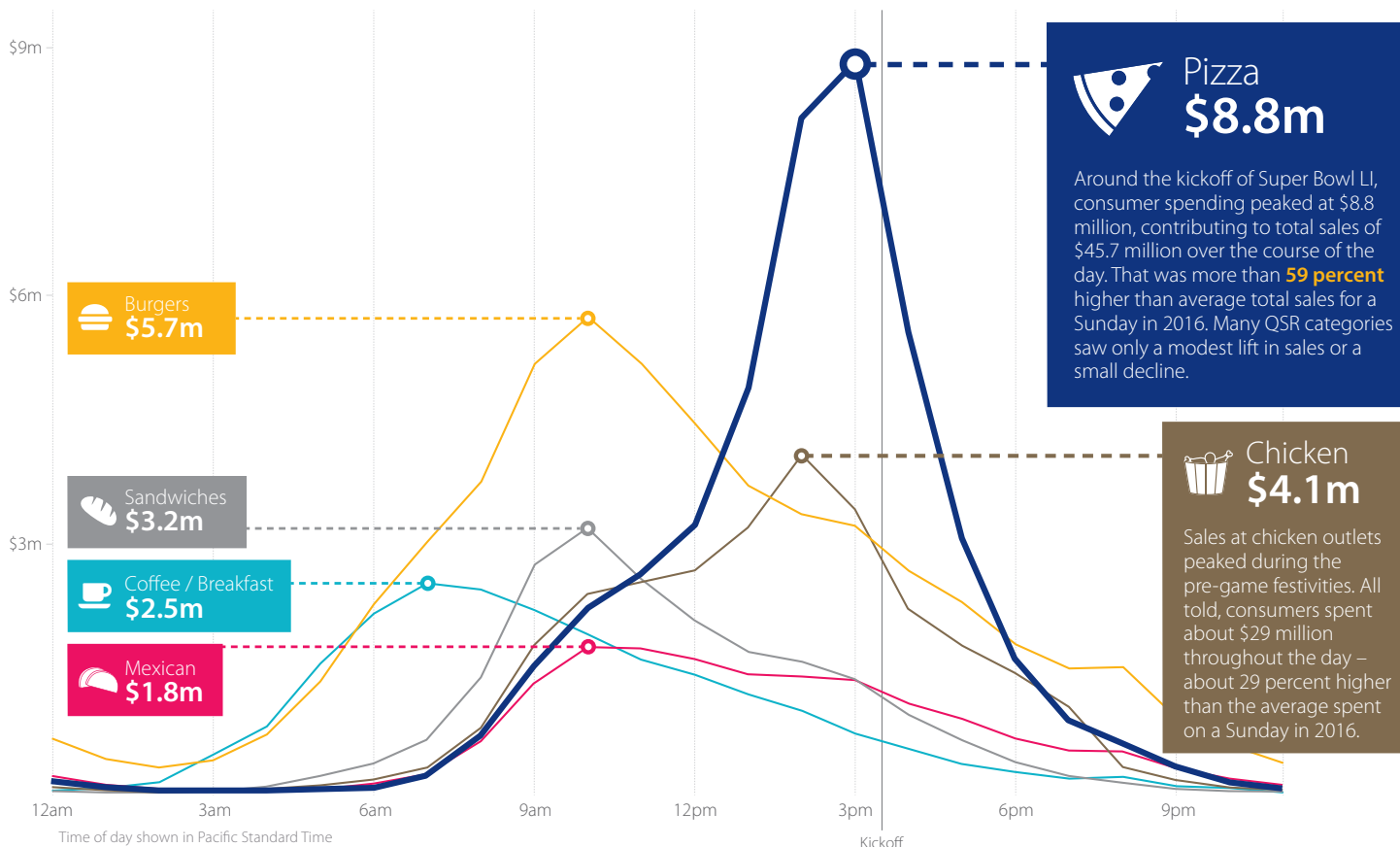


Visa Advertising Solutions: Data and Insights That Power Your Winning Game Plan

Quick-service restaurants (QSRs) understand the competition for customers on Super Bowl Sunday is as fierce as the one on the field. During Super Bowl LI in February 2017, pizza, burger, and other grab-and-go shops in the United States racked up more than \$190 million in sales throughout the day. But QSRs understand that the most important battles unfold after the big game. And with consumers interacting and even ordering ahead on their mobile devices more than ever before, QSR marketers know the critical importance of serving up carefully-targeted, digital ads.

Visa Advertising Solutions can help you reach your most valuable customers by leveraging the insights from billions of real consumer transactions that flow through the Visa payment network.

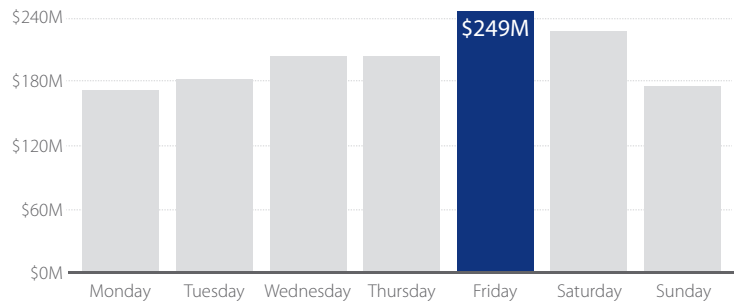
On Super Bowl Sunday, pizza shops were big winners among QSRs – recording their highest-grossing day of the past year.



But competition in the QSR industry is just as intense the other 364 days of the year.

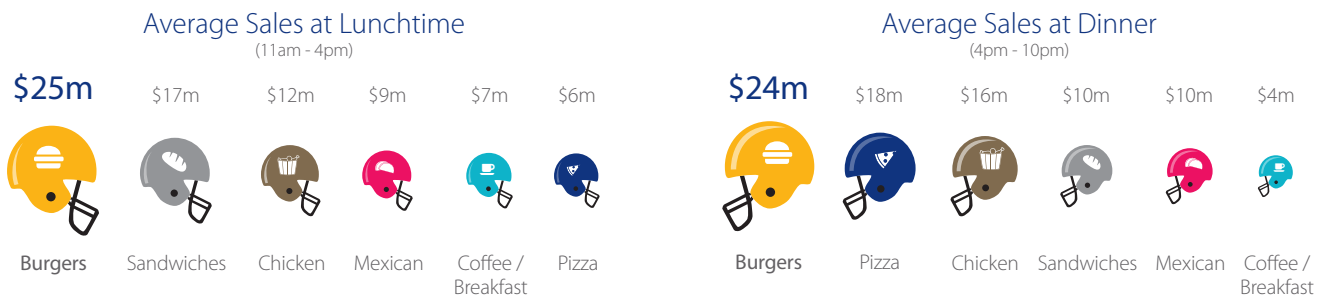
Using real Visa payments data, we can help advertisers pinpoint the biggest days that consumers eat out...

Consumers spend more on Fridays at QSRs than any other day of the week.¹



...And where consumers eat at the busiest times.

Burger joints attracted the most spending at lunch and dinner.²



So, advertisers can reach the right customers at the right times – and make every day a super one!

Use targeted Visa Audiences in your next campaign and benefit from:

- **\$1.4 trillion in annual purchase data** to identify groups of high spenders at quick-service restaurants
- **110 million addressable U.S. households** when using Visa Audiences available through major media providers
- **175 pre-built categories** – including high spenders, frequent spenders, and time-of-day spenders that can target a wide range of retail and restaurant categories and endless possibilities if you customize your own
- **100% confidential data sets**, built on Visa privacy standards, Visa Audiences use anonymized and aggregated spend data³

Contact Us Today

Visa Advertising Solutions is available through major media providers. Contact your media buyer or visit www.visa.com/loyalty/advertising to learn more.

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¹ Figures reflect average sales for each day of the week in 2016 for U.S. credit, debit and prepaid VisaNet transactions, as reported in local time.

² Figures reflect average sales for lunch and dinner periods on weekdays in 2016, as reported in local time. Data is drawn from a custom-built Visa Audience list representing more than 115,000 merchant locations in the United States.

³ Visa aggregates and de-identifies all transactional data output for Visa audiences to protect cardholder and merchant privacy.

